PLACE—Room 1033, Wallberg Building

TIME —Tuesdays, 8 p.m.

FEE —$15.00, 10 lectures

The Course will commence on TUESDAY EVENING, OCTOBER 6th, 1953.

As the Course is limited to 50 students, early registration is advisable.

For further information and application forms, telephone or write to UNIVERSITY EXTENSION, SIMCOE HALL, UNIVERSITY OF TORONTO. ~~Mi. 6611, Locals 18, 21, 22, 23.~~

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UNIVERSITY OF TORONTO

UNIVERSITY EXTENSION

course in

EXECUTIVE DEVELOPMENT FOR WOMEN

October 6—The Need for Executive Development.

Lecturer: Roy C. Kern, Supervisor of Male Employment,
Insurance Company of North America, Philadelphia, Pa.

October 13—Management Responsibility.

Lecturer: Douglas Kent, General Manager,
Bauer & Black Division of Kendall Company (Canada) Limited.

October 20—Office Management.

Lecturer: Mrs. Margaret Ashdown, Secretary, Office Manager and Director,
Coleman Lamp and Stove Company Limited.

October 27—Human Relations.

Lecturer: F. C. Toombs, Associate Professor,
Institute of Business Administration, University of Toronto.

November 3—Economics and Sales.

Lecturer: G. F. Bain,
McConnell, Eastman & Company, Limited.

November 10—Conduct of Meetings and Preparation for Conferences.

Lecturer: Margaret McIrvine, Adviser on Women's Employment, Ontario Region,
Unemployment Insurance Commission.

November 17—Personnel Administration.

Lecturer: R. L. Hart, Industrial Relations Manager,
Canada Wire & Cable Company Limited, Toronto.

November 24—Public Relations.

Lecturer: Nazla Dane, Head of Women's and Educational Divisions,
Canadian Life Insurance Officers Association.

December 1—Reading Financial Statements.

Lecturer: Helen Cleveland, Head of Women's Department,
Wood, Gundy & Company, Limited.

December 8—Your Own Future.

Buzz Session: Conducted by Mrs. Helen Tierney,
Personnel Director, Insurance Company of North America, Toronto.

PROGRAMME

FOREWORD

It has been said that "work is what we make it within our capacity." It is the conception of one's task which governs one's approach to it, and the ability to think and to do new things which adds zest to life.

Today, those in business and industry realize more than ever that advancement in our highly competitive society comes not fortuitously but by being ready for responsibility.

"Efficiency is not a thing in itself. It is preceded by principles and followed by imagining roads to new efficiency".

Those who are forward looking, those who wish to bring a fresh approach to their work, and those who look to being better than "mere lackeys of industry", will welcome the opportunity for development that this Course offers.

This Course in Executive Development for Women provides an opportunity for which many have been looking, an opportunity to hear top-level executives discuss today's problems in business and industry, and to participate in informal discussions.

The Course will consist of ten lectures which will be held in the evenings.

COURSE IN EXECUTIVE DEVELOPMENT FOR WOMEN

PROGRAMME